CHRISTIAN STATESMAN

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AMERICA'S DISCRACE AND PERIL

R. H. Martin, D.D.

"The major crime total rose 5 percent in 1954", declares J. Edgar Hoover, Director of the Federal Bureau of Investigation of the U. S. Department of Justice. "The curve has been up since 1947—7 years of increases. The new high estimated major crimes for 1954—2,267,250—tops 1953 record high by 108,170."

"Since 1950," he says, "the U. S. population increased 7 percent while the volume of crime increased 26.7 percent, almost 4 times the percentage of increase in population. Specifically, the criminality of the Nation increased 18.4 per cent in this period."

"There was a slight decrease in murders in 1954, over 1953, but the 12,260 dead at the hands of killers get no solace from the 4.3 percent decrease in criminal homocides during the year 1954."

Over 18,000 women were victims of rapists in 1954, a 0.7 percent increase over 17,900 rapists in 1953 and about one-half of them were forcible in nature as contrasted with the statutory offenses.

But the increase in crimes against property were greater than the increase in crimes against the person. The greatest increase of crimes of this type against property were in robbery, burglary and larceny. Of the 2,143,-420 crimes against property there were 67,420 armed and strong-arm offenses. The 40,000 additional crimes brought total unlawful entries of business houses, homes and other structures to 519,190 for the year. As for larceny-thefts the 74,000 more thefts in 1954 than in 1953 brought the total up to 1,340,870 crimes of this type.

The part youth had in this crime record is also reported by Mr. Hoover in "Uniform Crime Reports" issued by the Department, January, 1955. This report is based upon reports of arrests made from 1,389 cities with a population of 2,500 and upwards, representing the 38,642,183 inhabitants.

The arrests in these cities in 1954 of all ages totaled 1,688,555.

Age of Persons Arrested—1954

"Persons age 17 or under represented almost 10 percent of the total arrests. Juveniles (under 18) represented 57.6 percent of all persons arrested for auto theft. They were also high in burglary and larceny arrests, 49 percent and 43.6 percent, respectively, of the persons arrested in each category. Over 57 percent of arrests for property crimes were of young persons under 21. For crimes against the person, young people represented only 14 percent of the arrests.

Liquor-Caused Arrests

The part liquor had in the 1,688,555 arrests in this same area, representing 38,642,183 population, is set forth in a chart in this same report for 1954. It lists the number arrested for each of **a total of 24 crimes, and " all other offenses."**

a. Those directly and solely caused by liquor, as follows:

Drunkenness	713,837
Driving while intoxicated	84,600
Liquor laws violated	54,276
	852,713

This is 50 percent of the total arrests for all of the 24 and more crimes.

b. Those in which it is well known liquor is a contributory cause:

Disorderly conduct	167,571
Aggravated assault	19,635
Offenses against the family and children	22,126
Prostitution and commercial vice	22,833
Rape	3,815
	235,980

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ADDRESS OF ROBERT H. STEPHENS, D. D.

Legislative Field Day Luncheon, Tuesday, May 10, 1955
Zembo Mosque, Harrisburg, Pennsylvania

Edward Markham is one of America's most inspiring poets. He is best known for "The Man with the Hoe," and "Lincoln, the Man of the People." One of his most thrilling poems, however, is one of his lesser poems entitled, "Your Great Hour."

Now that you have heard the voice
And risen to the world of choice;
Now that the stars look down on you
What is the work that you would do?

What lofty life, what valient deed
Ashine with splendor and with speed?
Do something, brother, to befit
An offspring of the infinite!

Offspring of the Infinite—children of God—its a thrilling idea and one that is basic to all we believe in America. It constitutes the basic difference between our philosophy of life, and that other philosophy of life known as Communism, which is striving, with no holds barred, to take over the world. We believe that God is our Father, that we are His children, that all men are brothers and should act and live like it. We believe we are offspring of the Infinite—Children of God.

They believe there *is no God,* that men are spiritual orphans in the universe, at best offspring of blind chance, with no inherent rights and privileges. So they are slaves of the state because there is nothing higher than the state, and there is no truth but what the state decrees, no ethics or morality but what the state creates. So the key question of our time is whether men can do a better job in this world living and governing as children of God, or living and governing as slaves of the state which is the only God. If we are, as we claim, children of God, then it behooves us to

Do something, brothers, to befit
An offspring of the Infinite.

It is thrilling to recall some of the great movements in our land calling the nation *back to God.* The American Legion has sparked the Back to God Movement, and I doubt if the Legion has ever done a finer thing. Recently the Pledge of Allegiance to the Flag was changed to read "One Nation *under God* indivisible, with liberty and justice for all." Not only in the pulpit, but in the market-place and Legislative Halls, in office and factory, we are discovering that God has a place, that it is first place, and unless He is given *His rightful* place things cannot go right.

The question is, "just what is His rightful place?"

Is it enough to talk piously about Him, to take our religion out in talk? Jesus once made an arresting statement when He said, "Not everyone that sayeth unto me, Lord, Lord, shall enter the Kingdom of Heaven; but He that doeth the will of my Father which is in Heaven." And at the end of the Sermon on the Mount, we hear howling winds and pelting rain and roaring floods and finally the crash of a worthless structure built on the shifting sands of religion that was all words rather than deeds.

We may as well face it squarely—it it never enough for us simply to believe in God. The question is: How earnestly do we strive to serve and obey Him. The Bible tells us that the *Devil himself believes in God,* but so far as I know it has never changed his conduct. In Russia you can believe in God (though they would rather you did not) ; you can even talk about God, if you keep your talk carefully fenced in the confines of a church. But try to apply the *will of God to government* and that is where you get into trouble. That is where we are basically different from Russia, isn't it? Ours is a *nation under God;* ours is a Commonwealth founded and governed in the fear of God. And the key question, the inescapable question is: "How does our belief in God affect our living and our legislating?"

Too many people believe in God like they believe in the milky way—its there all right but it doesn't make any difference. We need to believe in God *like a sailor believes in the North Star*—he takes his bearings from it and is guided by it to avoid shipwreck. Too many people want God like they want a hot-water bottle in the night.—its good to have when you have a pain, but when you're feeling fine you toss it aside. Rather we need God like we need water itself—it is indispensible to life itself and we can't get a long without it. Too many people treat God as a flier treats his parachute—its a good thing to have along in an emergency, but you hope you'll never have to use it. Rather we need God like he needs an automatic pilot—it helps him keep straight when the fog settles down and the visibility is poor. God is either *the most important fact in our lives,* or He is not in our lives at all—and that's bad. Do we believe that God is our Father and we are His children? Very well, then

Do something, brother, to befit
An offspring of the Infinite.

We must live like His Children.

Now that is not easy. I daresay it is more difficult for you in this business of government than for almost anyone else. You face all kinds of problems and pressures, all kinds of troubles and temptations, all kinds of difficulties and decisions. You have to keep enough people happy in your districts to get elected, and at the same time you have to hold fast to your convictions and stand by your principles, so you can live with yourself. And I'm sure that is

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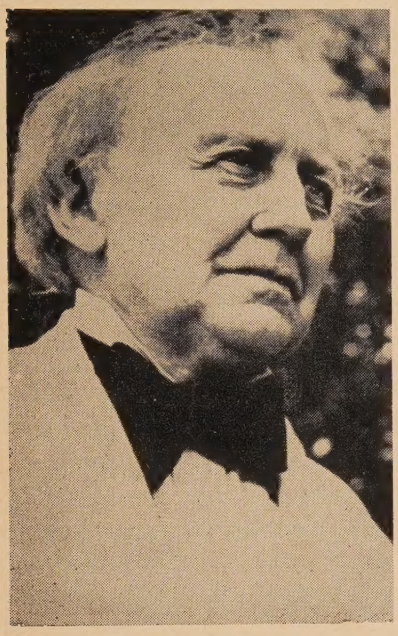
HONORABLE CLINTON N. HOWARD

By R. H. Martin

On the evening of April 25, 1955 in the city of Washington, D. C., after a severe operation followed by pneumonia, one of the unique personalities of our generation finished his earthly life to enter upon the richer and fuller life of the heavenly world. Clinton N. Howard lacked but three months of being 87 years old at the time of his passing.



Clinton N. Howard

He was born of Godly parents of the Quaker faith — his father a minister. They were not known outside the confines of the countryside where the father preached the Gospel. But this son was destined to be known far and wide as an outstanding leader in the field of reform and to be associated with many of the great and the near great of our nation.

He was small in stature but intellectually and spiritually he belonged with the giants. His formal education did not extend beyond the Third Reader. Nevertheless he was a well educated man. He received his education largely from the Bible and the experiences of an eventful life. He was blessed with a keen mind and a remarkable memory. Above all he was a man of faith in God. He had in an unusual degree what all true Reformers need, and must have to be successful—an unfaltering faith in God and in the final triumph of right. The Bible was for him the standard of right and wrong. He knew it—committed it to memory and was constantly quoting from it in his writings and addresses. He fought the Devil on all fronts and his weapon was "the Sword of the Spirit which is the Word of God." He was a courageous fighter. He feared the face of no man. With all his fighting qualities he was a kindly man, generous even to his enemies.

He had the rare quality of combining idealism with realism in his warfare against evil. He was an out and out prohibitionist, yet he cooperated with Republicans and Democrats who opposed the liquor traffic.

Such a character with his abilities was always in demand. In early life he became known as the "Boy Orator." Later as "The Little Giant of the American Platform." For years he was in demand as a lecturer on the Chautauqua platform. Later, more specifically for addresses on important occasions on various Reforms, especially on the liquor issue. He spoke frequently for the National Reform Association at its National Conventions and on other important occasions and for a period of one or two years as Chairman of its Commission on International Peace he spoke up and down the United States under the Association's auspices. In many of the great Conventions of the Woman's Christian Temperance Union he was a leading speaker.

Eighteen years ago he was called to Washington, D. C. by the International Reform Federation to become its Superintendent. Here he spent the remaining years of his life in the service of this organization and of our country. Here at the Nation's Capitol he lifted up his voice on behalf of sobriety and righteousness in public life. He kept a constant eye upon Congress, contacting its members with reference to impending issues on Moral Reforms, speaking at hearings on these issues and in PROGRESS, the Federation's journal, which he sent to all members of Congress and of the Supreme Court, to the President of the United States and executive officials at Washington. He commended those who stood for the right, and criticized, regardless of their high position, those who did wrong.

Another achievement at the Nation's Capitol, was his leadership in developing the Annual Fellowship Breakfast of the Federation into a National Institution. As a member of the Federation's Board of Directors, I have attended this Breakfast for many years. Originally held at the Federation's headquarters it was attended only by members of the Trustees. Later the place of holding it was transferred to the dining room of the Methodist Building and others were invited to attend and participate in the exercises following the breakfast. Not satisfied with this development, Dr. Howard requested the Committee of Senators having in charge the private Senate dining room in the Capitol building to be given over to the Federation for the breakfast and the fellowship following it, to which outstanding religious and temperance leaders, not only of Washtington but of the country, and members of Congress and other high government officials to the number of about 150 were invited, and mirabile dictu, his request was granted. Among those attending and participating in the speech making are some of the great and near great of the nation. Thus the Fellowship Breakfast has become a National institution with Dr. Howard in charge.

Thus right up to the end, this unique personality

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LIQUOR ON PASSENGER PLANES

A bill to provide for the issuance of public service liquor licenses to scheduled commercial air line companies for sale of liquor and malt and brewed beverages on passenger planes which was introduced in the Pennsylvania House by Mr. Anthony J. Petrosky of Westmoreland County, after having passed three readings was defeated on final passage, July 12th, by a vote of 73-107. However, the vote by which this bill was defeated was reconsidered July 25th and action postponed that same day. Time was extended for five days August 3rd and again August 31st, which is the latest information we have on this bill. Apparently, although the bill was defeated on July 12th, the issue is not yet dead.

It is of particular interest to note, in this connection, that Airline pilots are opposed to liquor on planes.

Meeting in Chicago, the AFL Airline Pilots Association, on September 1, took up the drinking-on-airplanes problem. Clarence N. Sayen, president of the 9,000 member union, declared that drinking by airplane passengers should be stopped.

Union officials, he said, would call on commercial aviation companies to discontinue serving liquor or providing "setups" for passengers who carry bottles aboard.

Officials of the union will urge the Civil Aeronautics Board, other government agencies and the Air Transport Association to ban liquor aloft.

"We feel," said Mr. Sayen, "that drinking aboard airplanes is a growing problem that alarms pilots who are charged with the safe conduct of the flight."

"Incidents from excess drinking aloft by the wrong people have caused occurrences and commotions which, if they did not directly jeopardize the safety of a flight, very easily could have if the crew had been unable to control them."

This opposition on the part of Airline pilots to liquor on planes is in keeping with a resolution adopted some months earlier in Chicago by the Airline Stewards and Stewardesses Association disapproving the service of liquor on commercial air transports. Officers of the association were instructed to do their best to discourage the practice "in the interest of the safety of the flying public."

Foreign air lines introduced free drinks years ago on trans-oceanic flights. Now most of the domestic lines serve liquor on their extra-fare planes, even on short flights. Each line is fearful that it may lose customers if it abandons the practice.

Stewards, Stewardesses and Pilots are the persons best qualified to see the results of having cocktail parties in air liners.

Not only does drinking on passenger planes create a potential hazard, but it is also offensive to the thousands of non-drinking passengers who desire to use the airlines. The practice ought to be totally banned by the Civil Aeronautics Board.

J. R. P.

SENATE COMMITTEE HEARINGS ON CONSTITIONAL RIGHTS

The Senate Judiciary Committee's Subcommittee on Constitutional Rights, under the Chairmanship of Senator Thomas C. Hennings, Jr., of Missouri, has been granted a fifty thousand dollar appropriation to be used in a clause by clause review of the state of our constitutional rights. Other members of the sub-committee are Joseph C. O'Mahoney of Wyoming, and William Langer of North Dakota. Hearings on the first clause of the First Amendment, dealing with religious liberty, are tentatively scheduled for October 3rd.

There seems to be a great deal of confusion and uncertainty as to the purpose of these hearings, who proposed them, their significance, and who is going to testify.

The impression received from the press release of August 1st was that the subcommittee would welcome a full examination of the state of our liberties, and that every reputable group of citizens desiring would have opportunity to record its testimony. Soon thereafter it became evident, however, that the inclination was to invite only "experts" as witnesses, in their individual capacity.

We have entertained the hope that out of this hearing may come a clarifying of the atmosphere and a dispersal of the confusion that exists over the relationship of church and state, and that the distinction between the "church" and "religion" would become clearly defined. The National Reform Association has always opposed any union of church and state. It has also vigorously opposed the secular view of the state, the view that the state has nothing to do with religion but to let it alone. We believe that both the church and the state, each in its own autonomous sphere, has an obligation to God and that each is subject to Divine law.

On the basis of this conviction we have upheld and defended such matters as the reading of Bible in the Public Schools, our civil Sabbath laws, the Oath in our courts of law, Prayer in our National

and State Legislatures, Days of National Thanksgiving and Prayer, and other Christian features in our national and governmental life.

It is hoped that the hearings will not add confusion but that out of them will come an enlarged understanding of the issues and principles involved. We are requesting opportunity to testify. J. R. P.

KEFAUVER SCORES SCHOOLS FOR BYPASSING RELIGION

CHICAGO—Failure of public schools to inculcate ideas of basic morality in children was scored here by Sen. Estes Kefauver (D.-Tenn.) at a hearing by the Senate subcommittee on Juvenile delinquency which he heads.

He made the comment after a witness testified at the hearing that a survey of 50,000 New York City high school children showed two-thirds of them had never heard of the Ten Commandments.

"It appears to me," Sen. Kefauver said, "that the public education system and its principle of not teaching any creed or particular religion might not be the right thing. It certainly would be a mighty fine thing for kids to know about the Ten Commandments and basic morality."

HONORABLE CLINTON N. HOWARD

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gave himself to the service of his generation according to the will of God.

Did I say the end? For such a life there is no end. It has a two-fold immortality.

(a) An immortality of influence. The influence of his character and life will go on from generation to generation making an impact upon all those who have come under his influence.

> Were a star quenched on high
> For ages would its light.
> Still falling downward through the sky
> Shine on our mortal sight.
> So when a great man dies
> For years beyond our ken
> The light he leaves behind him falls
> Along the paths of men.

(b) There is also a personal immortality. Here, life for Dr. Howard has only begun. His unique personality will go on developing and serving through endless ages, in that country he has so recently entered and been welcomed with acclaim.

Of all the characters in Bunyan's "Pilgrims Progress" which most nearly accords with Mr. Howard's Christian pilgrimage, I would name "Valiant for the Truth." What Bunyan says of his reception when he crossed over the river, would be true, I believe, of "Valiant for the Truth Howard" when he passed over—"All the trumpets sounded for him on the other side."

WHY NOT WRITE A LETTER?

We have been informed that the church and Reform forces in Pennsylvania have been falling down on the job in not taking the time to write letters to the members of the legislature to encourage those who are standing true in upholding the moral standards of the state, and to let them and others know that there is a large element back home who are opposed to the lowering of those standards in any way.

We are printing herewith a letter that was recently sent to each member of the Pennsylvania General Assembly in which we express our thanks to those who helped defeat certain undesirable liquor bills. There are moral issues before every session of state legislatures and before Congress. Why not take the time to write and tell your representatives how you feel on these matters. They will appreciate your letters and it will help those who are on the right side to know that someone back home appreciates their stand.

August 31, 1955

To The Members of the General Assembly
of the Commonwealth of Pennsylvania
Harrisburg, Pa.

Various bills dealing with the sale of alcoholic beverages have been introduced before the 1955 Session of the General Assembly, 32 of them in the House of Representatives, 19 of them in the Senate. Some of these bills may be coming up for action in the near future. Most of them are designed to liberalize the restrictions on the sale of alcoholic beverages.

We are enclosing a folder which we publish entitled, "Facts About Intoxicating Liquors and what they're doing to America." The facts contained in this folder are gathered from official unbiased governmental sources. Page four contains information pertaining to Pennsylvania only.

In view of these alarming facts, we urge you to use your vote and influence to oppose and defeat any proposed legislation that would serve in any way to extend and enlarge the privileges that have been granted the liquor traffic in this commonwealth.

House Bills 368 and 531 have been defeated and we wish herewith to congratulate every member of the Legislature who had a part in bringing about the defeat of these bills. We urge you to work for the defeat of any similar measure that may be called up for a vote.

"Liquor has many defenders but no defense," said Abraham Lincoln. We are glad for those members of the Legislature who have shown already by their vote that they agree with Lincoln, and who can be counted upon to oppose the inroads of the liquor traffic whenever and wherever a thrust is attempted.

Very respectfully,
J. Renwick Patterson,
Executive Secretary.

BEAVER COUNTY (PA.) PROJECT

The project—To cover the entire county with 35,000 copies of our Pennsylvania Liquor Facts Folder. Population of the county approximately 175,000—one copy for every five persons in the county.

Originally the project called for only 25,000 copies—15,000 in the public schools and 10,000 copies in the church Bible schools, the latter for use on Temperance Sabbath, August 14th. However, in response to a request from the county superintendent of schools for double the number we had assigned to him for use in the county schools, we added 10,000 copies to the original **15,000** for use in the public schools.

To carry the project through, the school authorities had first to be conferred with to learn whether they would receive and use the folders in the schools. The writer contacted the county superintendent of schools and his assistants who readily agreed to use them, not only in the senior and junior high schools under their jurisdiction, but as indicated above, requested an equal number for the upper grades of the elementary schools—13,000 copies in all.

He has also contacted superintendents and principals of schools in independent districts of the county, all of whom have readily consented to use the folders in their schools, largely or wholly in the senior and junior high schools. One has yet to be contacted.

To achieve the aim and purpose of the project —namely, to cover the entire county with arresting and in some cases startling facts contained in the liquor folders, from the financial point of view, it had to be done on a missionary basis. That is, not confining the distribution to those who were willing and able to pay for the folders, but to depend wholly on voluntary contributions from individuals or from churches or church Bible schools or other interested groups. The public schools have no funds available for the use of these folders. But we find that the facts of the folders being used in reaching all young people in the schools makes a strong appeal in securing funds to meet the cost of the preparation, printing and distribution of the folders. About half the amount of the cost has already been received, more has been definitely promised, and we are encouraged to believe the entire cost will soon be met.

The National Reform Association for years has had a group in this county through which it has functioned effectively along several Reform lines, but this is the largest project it has put over in the county in the recent past. If individuals or groups interested in undertaking a similar project in their county or community wish detailed information regarding this project we will be glad to furnish them. —R. H. Martin, President

"THINK . . . . DON'T DRINK" POSTER STAMPS

The colorful poster stamps pictured above appeal instantly to all groups of people who are eager to promote clean living and to present honest facts concerning the liquor problem. Especially will they appeal to our young people, who will be doubly pleased to have a set of these stamps for their collection or as a keep sake. They will prove exceedingly helpful in teaching total abstinence to children.

Think . . . Don't Drink poster stamps are printed in four colors. They come in sheets, 14½ x 16¼, containing 60 beautiful stamps in 10 different designs—6 of each design to a sheet. These stamps are suitable for using on all your mail and packages.

Mail $1.00 to the National Reform Association, 209 Ninth Street, Pittsburgh 22, Pa., for your sheet of temperance stamps. We have stocked a good supply for all our loyal supporters. Order today sure. We shall be waiting to hear from you.

Organizations wishing to order these stamps in bulk may write the National Reform Association for information.

AMERICA'S DISGRACE AND PERIL

(Continued from Page 1)

What number of these 235,980 arrests were liquor-caused probably no one knows. But there would be general agreement it would be suffcient to bring the number of arrests for which liquor was a direct or contributory cause up to 60% of the total arrests for all of the 24 and more offenses listed.

While this investigation covers only about one fourth the population of the United States, it is likely the proportion of arrests would be about the same for our entire population.

This constantly mounting increase in crime is both a National disgrace and a National peril. It is time the American people face up to it and do something about it. There is much talk about it but to date all that has been done about it isn't suffcient to stop its mounting increase. There are many surface causes of crime and remedies based on surface causes alone will not meet the situation. It is time we get down to discovering the *underlying cause* or *causes of crime* and employ remedies based on removing these causes.

ADDRESS OF ROBERT H. STEPHENS, D.D.

(Concluded from Page 2)

no easy problem. In fact, it may be one of the basic problems of democracy—whether our American form of government can continue healthy and strong, or whether it will become infected with a fatal sickness called expediency.

Mr. Walter Lippman, the distinguished columnist, news analyst, and expert in government, makes a rather sobering statement in his recent book, "The Public Philosophy." In discussing Democracy's sickness he says that, "elected governments are not really governing, but merely trying to appease the voters. When faced with a hard decision, officials do not do what they think is right, but what they think is popular. They shun the hard answer which is right and take the easy answer, the one most likely to win the favor of the voters—but very likely to be wrong. The result is described as a disastrous enfeeblement of democratic government that is dangerously near to breakdown. Those are sobering words.

So we come here today *not as your critics,* but as those who stand in this thing with you. We come seeking no special favors for ourselves but witnessing to our common concern for the Welfare of the Commonwealth. We come here not as those who pretend to know all the answers, nor as those who necessarily disagree with your answers. *We come as your friends and well-wishers,* as those who try to understand the tremendous pressures under which you labor and the tremendous problems with which you struggle. We come as citizens who firmly believe with William Penn that "men will be ruled by God, or else will be ruled by tyrants." We come as those who firmly believe in the separation of church and state, but who never for a moment believe in the separation of God and the state. We believe that every piece of legislation must deserve His vote, or it does not deserve your vote or the vote of the people.

So today we pledge to you our sympathetic interest and our Christian concern as you face your difficult tasks. We want you to know that back of you is a great multitude of Christian people represented by these organizations—Christian people concerned for good government, Christian people who are back of you as you seek to give us good government, Christian people who are seeking no special favors but who seek only the greatest moral and spiritual good of the Commonwealth.

We may sometimes disagree with you, and when we do we will let you know it. We will likely more often agree with you, and we will try to let you know that too. But we want you to know that even when we disagree we do it as your friends, we do it in love and kindness; and that we recognize that any man's highest duty is to obey his conscience before God.

Moreover, we want you to know that we are backing you most of all with our prayers—that in our public worship we pray for the Governor, and the Legislature, and all those in public office; that in our private prayers we remember you before God, that he will give you wisdom and insight, health and strength necessary for your tasks.

We commend to you one word from one of the wisest men in the Old Testament, "Trust in the Lord with all thine heart, and lean not on thine own understanding. In all thy ways acknowledge Him, and He shall direct thy paths."

Thus by His Grace you will be enabled, as our representatives to

Do something, brothers, to befit
An offspring of the Infinite.

"BEER BELONGS"

Listen to a willing servant of the beer industry. Robert C. Kinter, President of the American Broadcasting Co., before the United States Brewers Foundation early this year said:

"Let me say that we approach your industry with a great desire, both on our local stations and on our network, to cut the pattern to fit your cloth. And may I compliment, very sincerely, The United States Brewers Foundation and its advertising agency, the J. Walter Thompson Company, for the building up by advertising and public relations of the concept that "beer belongs" as the family drink of a freedom-loving people.

"I believe that we in radio and television also have played a part in putting beer in the home and making it the national family drink of moderation.

"Even though the woman of the house may not be the deciding factor in the final purchase of the brand of beer, if she is anything like my wife, she will have something to say about it. Therefore, I believe that your agencies should consider daytime network radio . . . It gives millions of impressions; a constant repetition of "go to the icebox and get a bottle or can," or "go to the store and buy a brand." I think this is more and more essential to the beer industry because of the change in the buying of packaged goods and the growth of self-service markets, where there is no man behind the counter to give suggestions.

"I believe that there is a place in television for all types of brewers whether local, regional, or national; when they come to local shows, the syndicated shows, or the big national shows.

"Overall, I would say that the part radio and television has played in helping you in bringing beer into the home has been part of which we are proud.

"The more the story appears and is told generally, the greater is consumption."

—THE SPOTLIGHT
United Temperance Movement of Minnesota.

BOOZE BROADCASTING IS A BEAST

Extension of Remarks of Hon. Eugene Siler of Kentucky
In The House of Representatives
Monday, April 18, 1955

Mr. SILER. Mr. Speaker, I have introduced H. R. 4627, which is a bill to prohibit the transportation in interstate commerce of advertisements of alcoholic beverages. It is my hope and desire that my colleagues will study this bill carefully and then act favorably upon it for the sake of a more spiritual citizenship, a more stabilized American home, and a more serious-minded youth of tomorrow.

There are some things that should be strictly regulated while they exist or else put in complete subjugation among civilized peoples, for example, the rattlesnake, the brothel, the stalking murderer, the insidious thief, the troublemaker at home or abroad, and the nice, genteel advertisement of booze in whatever form may be best calculated to make strongest appeal to our boys and girls. You say it is a legal subject matter. So is the rattlesnake. You say freedom of speech and of press are inviolable. Yes; but under exercise of police power we do not allow the free-speech man to use indecent language in the public square nor do we allow the free-press man to publish obscene pictures in the Daily Times. Morals, health, and welfare may be, ought to be, and must be closely and firmly regulated under the police power concept breathed into our Constitution by our Founding Fathers more than a century and a half ago.

In the dusty annals of bygone history, there once lived a king named Belshazzar. He was "a man of distinction." So much so that one night he had a great feast and invited 1,000 of his lords, not to speak of many princes, wives and concubines that also came along in great numbers. Now it looked like everybody wanted to be a man of distinction and get on a big binge on that occasion. I suppose the 1,000 lords about all got tanked up and doubtless we have derived our current expression, "drunk as a lord," from the unseemly condition of Belshazzar's own lords at that famous festival when wine flowed like a mountain stream after a hard shower in the springtime. Strange handwriting suddenly appeared on the plastered wall, old Belshazzar took a bad case of delirium tremens and on that very night the drunken king was killed and a new and sober administration came into power under King Darius. Of course, the Belshazzar wine was perfectly legal. None whatever thought it should be regulated. "Let it flow freely," said everyone from the king on down. "Let it come into the very home of the king and let its free intercourse be unmolested in the name of complete liberty." But before that fateful night was over, there was some free writing on the wall, some free delirium tremens among the men of distinction, some free rigor mortis on the regal throne of Babylon.

In 1871 the Chicago fire raged over the city unregulated and caused $196 million in damages.

In 1889 the Johnstown flood surged down the valley unregulated and cost 2,200 lives.

And now, unrestrained and uninhibited, alcoholic advertising may well, in my humble opinion, cost much more than all the damage and loss of life of both the Chicago fire and Johnstown flood combined and then multiplied by two.

During my own lifetime my good State of Kentucky has continuously stood at the top of the list of alcoholic producers and has frequently bragged about this, and yet during that same lifetime span I notice that whereas Kentucky once stood 11th in population among the States, it now stands 19th in the list of States. Cause and effect? Well you be the judge. The same handwriting that was once on the plastered wall of Belshazzar may now be appearing on the plastered wall of Kentucky or on that of America if we persist in going ahead with total indifference toward the harmful influences that come within our homes and about our hearthsides in the form of alcoholic advertisements.

Twenty million people in America are offended every day by the alcoholic advertising that comes to their homes consistently and continually without even knocking at their doors, entering the very impressionable minds of boys and girls with the obvious purpose of making more customers for an industry that destroys, dooms, and damns human personality as it rolls along.

We would not think of allowing an offending beast to come into the American home unrestrained and uninhibited. Yet, booze broadcasting by TV, radio, or publication is a beast and it sorely offends millions every day in the American home. It is now time to illegalize it in interstate commerce. It may be later than we think.

YOUTH BEWARE!

The latest device to create a taste for liquor comes with the placing of a "spiked" toothpaste on the market. Figuring that the most obvious thing had been overlooked an advertising executive of Cincinnati has come out with a luxury-priced toothpaste flavored with scotch, bourbon or rye. He has boasted that business is booming. "They were putting everything else in toothpaste, from chlorophyll to unpronounceable drugs, so I settled on whiskey flavors," he said. As a novelty the toothpaste sells rapidly.